

Procedure 0330.04 Uniform Letterhead Format
Issued January 6, 1997

SUBJECT: Uniform Letterhead Formats.

APPLICATION: Executive Branch Departments and Sub-units.

PURPOSE: To establish guidelines for uniform letterhead formats, applicable to Executive Branch Departments and Sub-units.

CONTACT AGENCY: Department of Management and Budget (DMB) –
Agency Services, Print, Warehouse, and Surplus Services
7461 Crowner Dr., State Secondary Complex
Lansing, Michigan 48913.

TELEPHONE: 517/322-1889

FAX: 517/322-5968

SUMMARY: Uniform letterhead format provides for a consistent pattern of department identification of the State of Michigan and its Executive Branch agencies and sub-units. Requests that fall outside of the guidelines shall be pre-approved in writing by the Director of the Department of Management and Budget or his designee.

APPLICABLE FORMS: None.

POLICY:

A letter that requires letterhead is defined as a piece of personalized correspondence that includes a handwritten or electronic signature from the sender. Checks, warrants, certifications, mainframe output, and forms that are completed and returned to the sender are not considered letters.

To establish a consistent pattern of department identification, letterhead must include the following:

- Coat-of-Arms of the State of Michigan.
- State of Michigan.
- Governor's name.
- Name of principal department.
- Name of department director.
- Physical address of principal office of department, PO Box, PO Box-zip code
- Main telephone number.
- State of Michigan web address: www.michigan.gov or departmental web address: www.michigan.gov/dmb, etc.
- Ink Color —Black ink only for state agencies and departments. Office of the Governor and Principal Department Director's Office black and Pantone 871 gold or black with foil-embossed gold seal.
- Union bug or applicable state employee organization logos. Not applicable to letterhead electronically generated for printing at LAN printers. See following pages for approved layout and technical specifications or contact DMB Printing Services.
- If applicable, names of members of governing commissions or boards of principal departments (Natural Resources, Agriculture, Civil Rights, Civil Service, Corrections, Education) may be used specifically for the purpose of conducting business of the Board or Commission. See following pages for approved layout and technical specifications or contact DMB Printing Services.
- Optional - at discretion of the director of the principal department:
 - Name and mailing location of organizational sub-unit if required for mail handling.

- Logos (Principal department only).

Format:

- Type fonts Helvetica and Times New Roman are required. Arial and Times are acceptable substitutes.
- Either the centered version or dual-logo version of letterhead may be used. Letterhead format specifications are on following pages. Letterhead must adhere to technical specifications outlined for type size and style, location on page, allowable information and image placement. See following pages for approved layout and specification sheets or contact DMB Printing Services.
- Format exceptions are allowable for letterhead to be used in dual-window envelopes. General guidelines remain the same. Exceptions must be approved in advance by the DMB Director or his/her designee.

Format Exceptions for State Departments with Elected Officials:

- Name and title of elected official allowed.

Printing Method:

- Must be printed on an offset press or electronically generated. If generated electronically, any graphic elements (logos, seals, etc.) must be a minimum of 300 DPI and meet all the above letterhead format requirements.
- 24# paper stock containing the State of Michigan watermark is required for use on all letterhead, including electronically generated letterhead. This stock can be obtained by contacting DMB Printing Services.

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